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U.S. DEPT. OF AGRICULTURE
1938-39

NOVELTIES

1938-39

*The
William Macdonald
Seed Company*

Novelties . . . A N D
LEADING INTRODUCTIONS
for 1938-39



Novelties in the Making

ORIGINATED AND INTRODUCED . . . by

THE WILLIAM MACDONALD SEED CO.

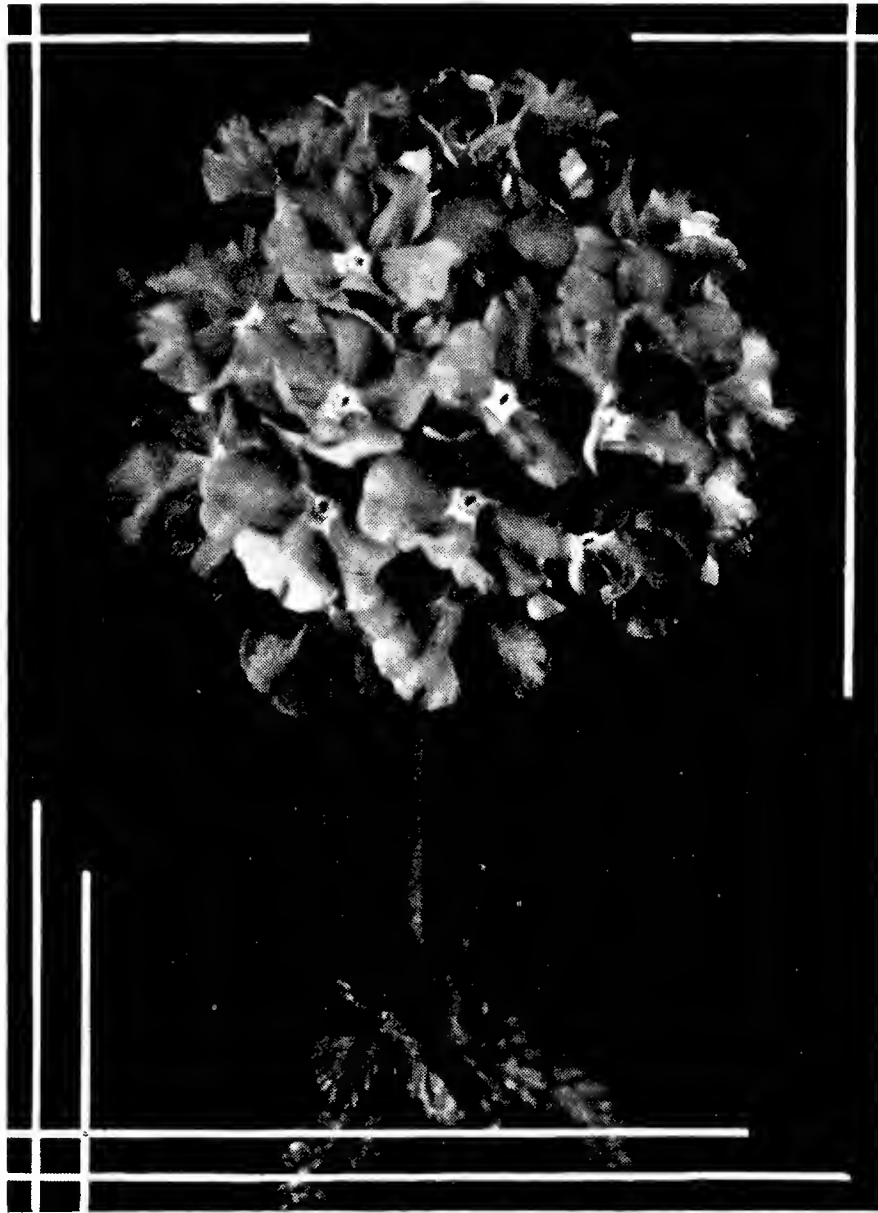
✓ ✓ ✓ Exclusive Flower Seed Growers ✓ ✓ ✓

Santa Maria

California

IT is again our privilege to offer for your consideration, a group of selected Flower Novelties introduced by ourselves for the 1939 season. Also included in this booklet are a number of outstanding recent introductions. ✦ ✦ ✦ As everybody is very much "Novelty" conscious at this time of the year, we believe you will find it advantageous to list many of these fine Novelties in your new catalog. Photographs and mounted electros will be gladly supplied at cost.

“California’s Best flower Seeds”



VERBENA HYBRIDA GRANDIFLORA MOUNTY

Mounty is a Verbena of great brilliance that has wide possibilities commercially and for the home gardener. Its color is a solid deep rose red . . . without the usual large white eye. Each plant grows to approximately 18 inches in diameter and produces a multitude of immense 4 inch flowers. Long flowering spikes and very strong growth are typical of this Verbena.

Price per oz. 1.20 Per lb. 15.00

**RUST RESISTANT
ANTIRRHINUM MAJUS
GRANDIFLORUM**

PINK GLORY

Pink Glory is a much needed and often asked for color in the Rust Resistant group of Antirrhinum. Growing between 28 and 30 inches tall in our field — and producing long base branching spikes containing 15 inch clusters of salmon rose florets — **Pink Glory** should attain immediate popularity as a cut flower.

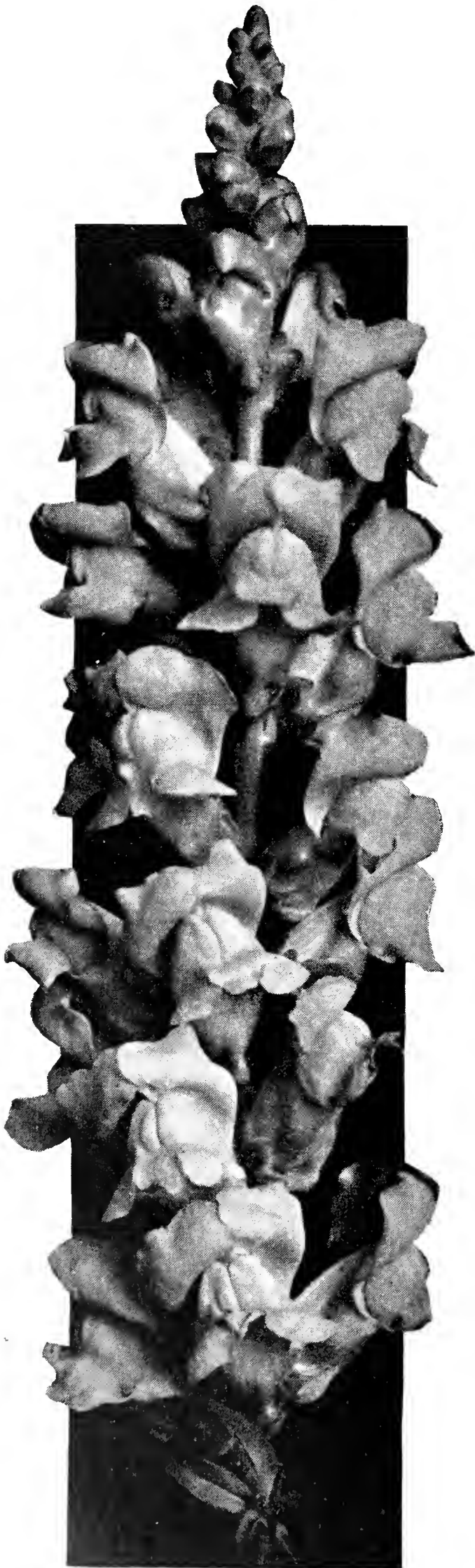
Each flower is large and well formed, of a pleasing shade of deep salmon rose. Ridgway's classification of this color is a spinel pink.

Price per oz. 2.00 Per lb. 20.00

ROSETTE

Rosette is a rich deep rose color, producing mammoth flowers on long tapering spikes. Both the face of the florets and the throat hold to the same pleasing shade. Its height is typical of the Majus Grand. group, and habit is that of the base branching. **Rosette** will be a welcome addition to the Rust Resistant class, which has suffered badly from the lack of a good deep rose.

Price per oz. 2.00 Per lb. 20.00



"California's Best flower Seeds"

NEW AND IMPROVED LARKSPUR COLORS

LARKSPUR TALL BRANCHING GRANDEE

Grandee produces 100% double florets on long flowering spikes and is similar in color to Lustrous Carmine. This fine novelty was almost called an Improved Lustrous carmine; however, it is such a vast improvement over the older variety in size of flower and doubleness, that we believe it merits introduction under a new name.

If you require a vivid carmine in the Branching type of Larkspur, we heartily recommend that you try our new Larkspur **Grandee**.

Price per oz. .80 Per lb. 10.00

LARKSPUR TALL BRANCHING TEMPEST

Tempest represents a color often asked for in this group, as it is a shade deeper than Lilac and several tones lighter than Dark Blue. Its color is best described as a mid-blue.

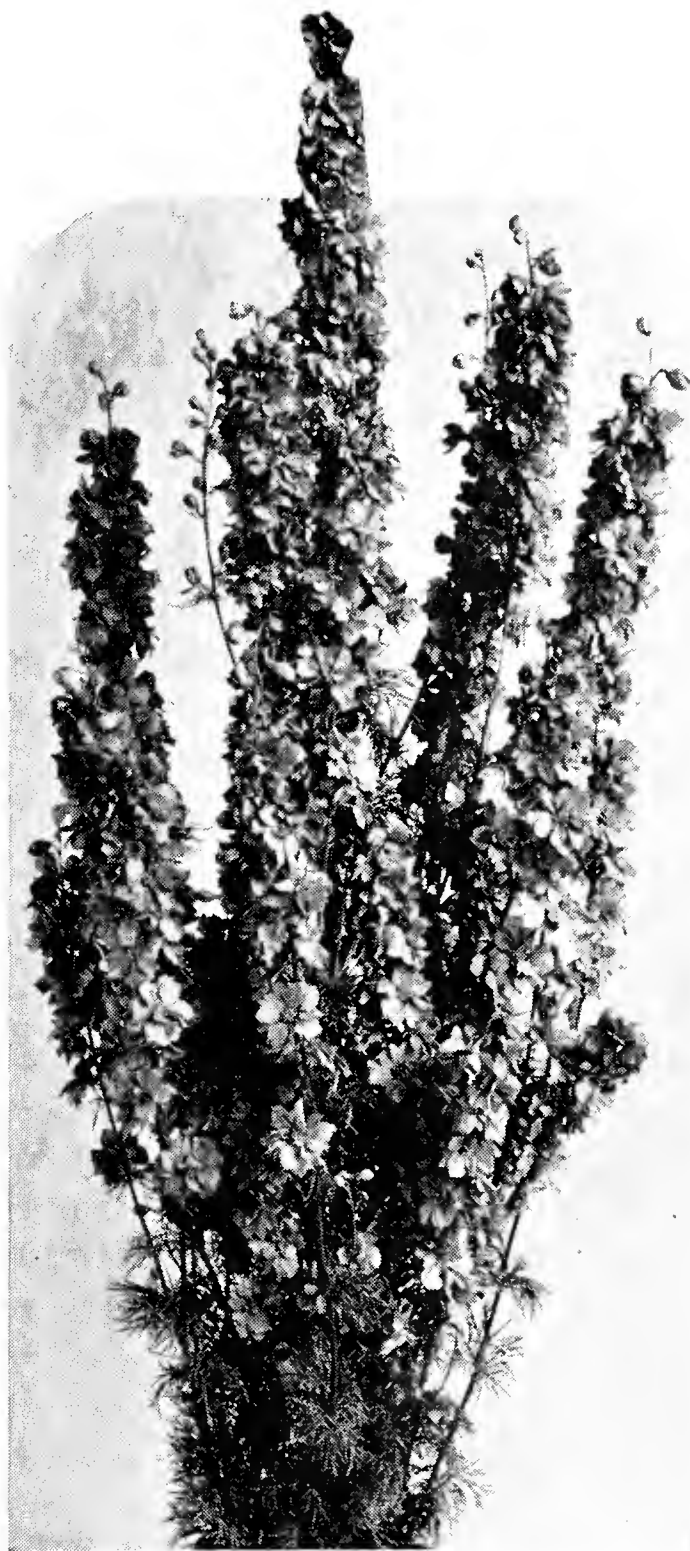
The florets on **Tempest** are of the round petal type, which give it the necessary full double appearance. The flowering trusses are longer than usual and are produced on strong lateral branches.

Price per oz. .80 Per lb. 10.00

LARKSPUR GIANT IMPERIAL DAININESS IMPROVED

A deeper shade of lavender blue, coming in larger and more fully double flowers on longer spikes. This improved form of Daintiness will be gladly received by those who formerly had trouble with this color fading out under adverse conditions.

Price per oz. .80 Per lb. 10.00



NEW SUMMER FLOWERING SWEET PEAS



SWEET PEA CRONY

An exhibition Sweet Pea of the first rank! Large flowers on long stems, tinted a soft golden salmon — that is a description befitting only the best and is a grower's opinion of our new Sweet Pea, **Crony**. This fine Sweet Pea is a very strong grower and will be ideal for the home gardener. **Crony** received a Certificate of Merit in the 1938 Scottish Sweet Pea Trials.

Price per oz. .65

Per lb. 7.50

SWEET PEA WINDSOR BLUE

A fine clear mid-blue that throws immense flowers on long, stout stems. This novelty is probably the strongest growing clear blue yet to be introduced.

Price per oz. .65

Per lb. 7.50

SWEET PEA SNOW WHITE

Snow White is a solid paper white and is a black seeded variety. It produces very strong vines and throws long pencil stems. The usual pink tinge that most whites have is quite noticable by its absence in **Snow White**, whose flowers are equally as large as those of Gigantic.

Price per oz. .65 Per lb. 7.50



GODETIA DWARF COMPACT RUBY

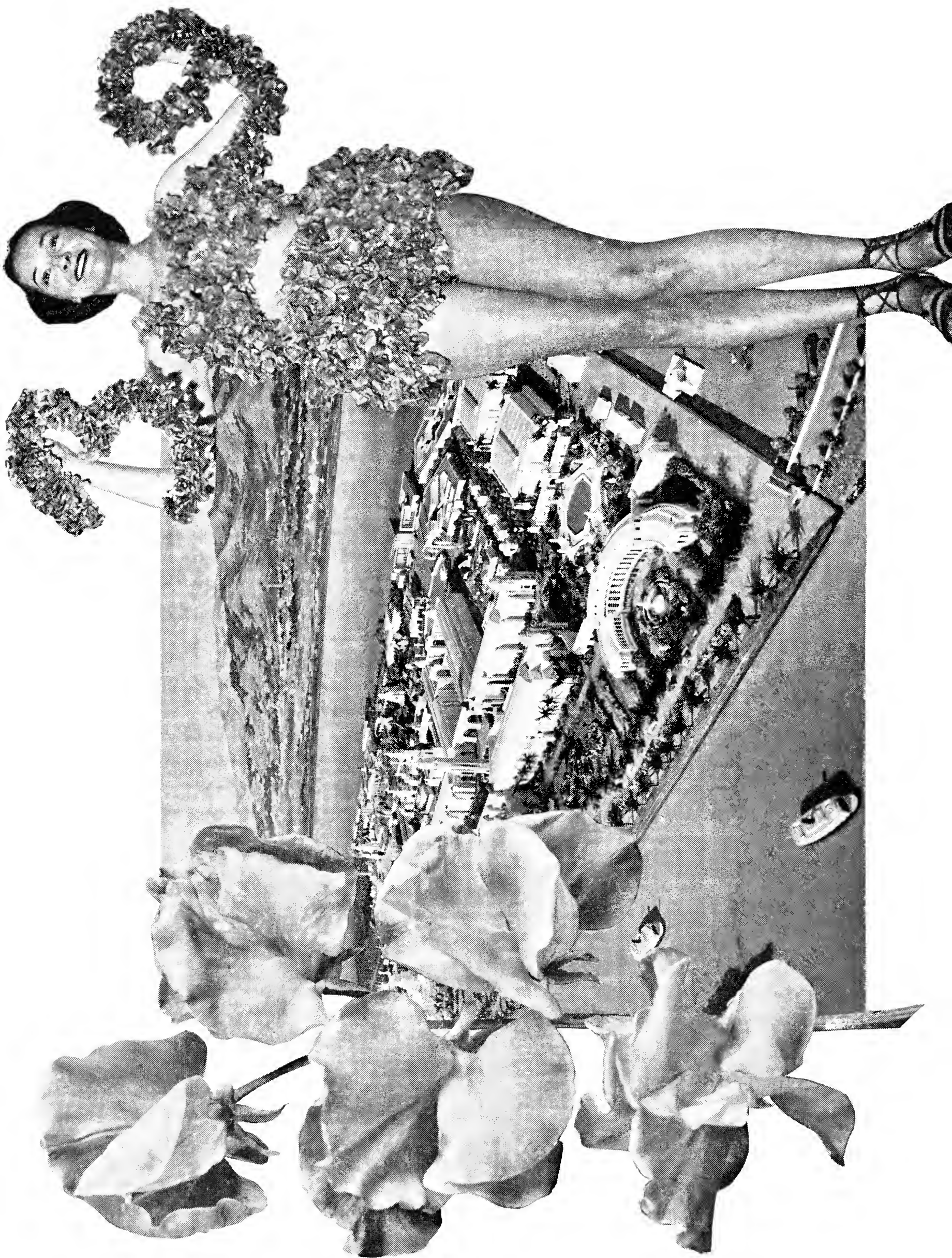
Imagine a compact little plant 12 inches tall and 18 inches in diameter covered with hundreds of deep ruby red flowers! That is the striking appearance made by **Ruby**, our new dwarf Godetia Novelty. This delicately beautiful little plant is ideal for borders and will make a very desirable bedding annual.

Price per oz. .70 Per lb. 8.00

CALENDULA GOLDEN SHAGGY

Another very interesting novelty is a new golden colored Shaggy type Calendula. This informal Calendula is identically similar to Orange Shaggy in appearance — with long deeply fringed petals growing out in a very irregular manner. It is also very thick through the center of the flower. The plants grow between 18 and 20 inches tall, with long stems and large 3½ inch flowers. We believe that this new gold color will achieve immediate popularity in this very popular cut flower.

Price per oz. .30 Per lb. 4.00



SWEET PEA

EARLY FLOWERING
"TREASURE ISLAND"



SWEET PEA TREASURE ISLAND

A sparkling golden orange — success at last in the quest for an orange Sweet Pea of outstanding distinction! Unlike other orange Sweet Peas, **Treasure Island** is very large flowered and semi-duplexed. The average single flower measures 2½ inches across and is 2 inches deep. It is also a very strong grower, throwing a majority of fours on 15 and 16 inch stems — field grown.

This beautiful new Sweet Pea will be featured in one of the scenic courts at Treasure Island, in San Francisco Bay, during the Golden Gate International Exposition next year. In the accompanying picture is shown Miss Baker, Exposition beauty, clothed in Sweet Peas — a close-up of Sweet Pea **Treasure Island**, and in the background is Treasure Island, site of the 1939 Golden Gate International Exposition.

Price per packet .15 Per 100 packets 12.50

NEW SCABIOUS FLOWERED MARIGOLDS



MARIGOLD DWARF FRENCH SCABIOUS FLOWERED GOLDEN HARMONY

Growing only to a height of 11 inches and being very compact in form, **Golden Harmony** is ideally fitted for both border and bedding purposes. Each flower is of the quilled scabious type and has a single row of broad guard petals on the outer edge. The color is a luminous golden yellow — both the quilled center and the guard petals hold to the same bright color.

Golden Harmony is very floriferous and is literally covered with hundreds of 2 inch flowers. It produces fully 100% double plants. The blooming period begins as early as the regular Harmony and we believe it will soon be as popular.

Price per oz. 2.00 Per lb. 25.00

MARIGOLD DWARF FRENCH

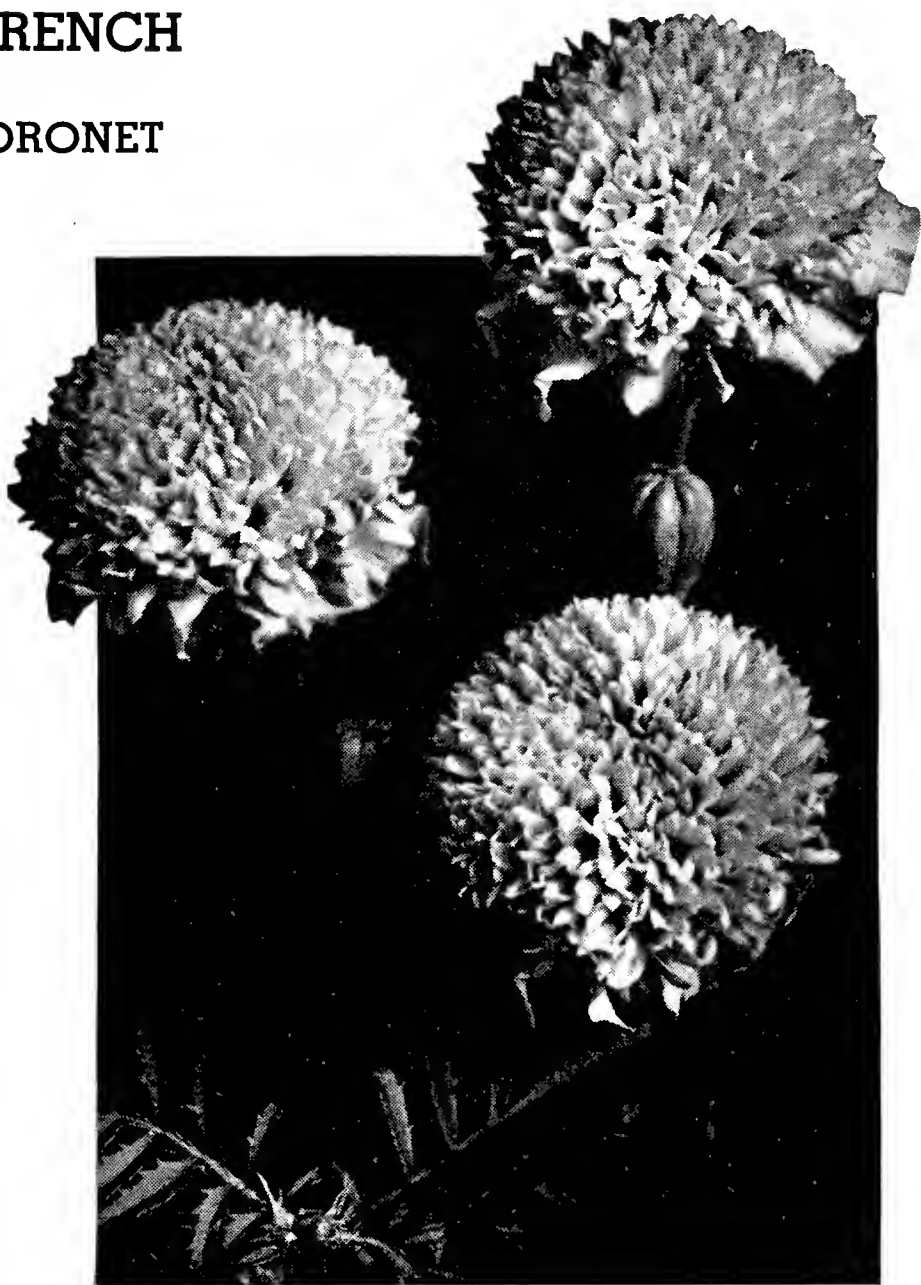
SCABIOUS FLOWERED CORONET

Coronet is a recent development off the ever popular Harmony type. It has the usual dwarf habit growing about 18 inches tall and makes a very even growth. The flowers vary in size between 1½ and 2 inches and come about 95% double. Each flower has a single row of reddish brown guard petals, with a quilled deep golden yellow center. The guard petals are outlined with a thin stripe or band of yellow.

Coronet will be useful for both cutting and bedding — as the plants are very uniform and throw stems 12 inches long.

The quilled center of **Coronet** is a deeper golden yellow than that of Golden Harmony, and

Coronet's collar petals are a pleasing shade of reddish brown. The above illustration of Golden Harmony is identically similar to **Coronet**, excepting of course that it lacks the brown guard petals.



Price per oz. 1.75 Per lb. 20.00

MARIGOLD AFRICAN LITTLE GIANTS ORANGE

Dwarf compact 15 inch plants blooming a head of twenty-five flowers at the same time, and coming about 90% true to type. All double orange throws large four inch flowers of both the carnation and fistulosa types. It is the first separate color in this new dwarf type of Marigold.

Price per oz. 2.00 Per lb. 25.00

DOUBLE SENSATION COSMOS



COSMOS EXTRA EARLY DOUBLE SENSATION MIXED

Direct from our Trial Ground after years of selection — we are pleased to introduce an Early Sensation Cosmos in a beautiful new double form. Coming in colors of white, pink and crimson, this new double Cosmos is also similar to the single Sensation in height and other habit characteristics.

Two forms of double flowers are found in this new Sensation group and both will average between 4½ and 5 inches across — the regular double crested and the newer and novel fluted types. Equally as large as the single Sensation, the new double crested type will also produce a large 2 inch crested center — which makes it appear even more mammoth.

"California's Best Flower Seeds"=====

TWO NEW SENSATION TYPES FOR THE FLORIST



The fluted flowers are most informal of the two, as they bloom in a variety of shapes and forms. Most common is the type with 15 to 20 extra petals growing out from the yellow center. It also is not unusual to see a plant with the petals of each flower shaped like a trumpet or lilly.

The doubles percentage runs a bit higher than the smaller flowered double crested Cosmos, as the seed of this novelty was all handpicked from double plants only. A written description can hardly do justice to the beauty of these large and perfectly moulded double flowers.

Packet to retail at 25c — 12.50 per 100 packets

Trade packet .50

EARLY FLOWERING SWEET PEAS

"IRIS BLUE"

One of the strongest growing seedlings in our extensive trial ground, producing heavy stems that carry four large two inch flowers.

Its color is a deep "Iris Blue," with the wide spread wings keeping to a bit lighter hue than the standard — which is very broad and quite wavy.

In comparison with other blues, **Iris Blue** is deeper than Tahoe and several shades lighter than Top Hat.

Price per ¼ lb. 2.50 Per lb. 10.00

"TITANIA"

A queen in name — and truly the mistress of all deep rose Sweet Peas!

Titania is a mammoth flowered deep rose self, a brighter color than Josie with larger flowers and heavier stems. The white ground at the base of standard and wings enhances the beauty of this outstanding Sweet Pea.

Each flower is delicately moulded — the large flat standard turns slightly inward at the edges and the ruffled wings curve gently around their keel.

Titania's live color and enhancing fragrance herald its immediate popularity.

Price per ¼ lb. 2.50 Per lb. 10.00

"ROSE PICOTEE"

Its color is a pure white with a salmon rose edging or picotee. **Rose Picotee** is the early counterpart of the Late Sweet Pea Youth.

Rose Picotee produces large ruffled flowers and four to a stem. The clear white flower, with the salmon pink edging makes a very beautiful bouquet that is surprisingly lively for table decoration in the evening.

Rose Picotee is a heavy grower and full of youthful vigor as regards length of stem and size of flower. It is definitely a new color for the Early group of Sweet Peas.

Price per ¼ lb. 3.15 Per lb. 12.50

REVIEWING!

Novelties of recent years, introduced by ourselves and other flower seed growers.

STOCK GIANTS OF CALIFORNIA



This comparatively new tall branching group of stocks is now rated number one by the Florists for all forcing purposes. They are very early flowering, produce long branches if planted well apart, and have extra long flowering spikes with immense individual florets. The doubles percentage is very high, averaging approximately 70%. Many growers transplant these Stocks about 4 inches apart in beds, and find that they grow to a height of 3 feet, having only a single central spike with a 15 inch stem of florets.

Golden Gate, yellow

Monterey, pink

Pacific, blue

Red Woods, blood red

Santa Barbara, chamois

Santa Maria, white

Sequoia, rose carmine

Tahoe, lavender

Yosemite, rose

Price per oz. 1.80 Per lb. 22.50

EXQUISITE MIXED

Price per oz. 1.60 Per. lb. 20.00

"California's Best Flower Seeds"

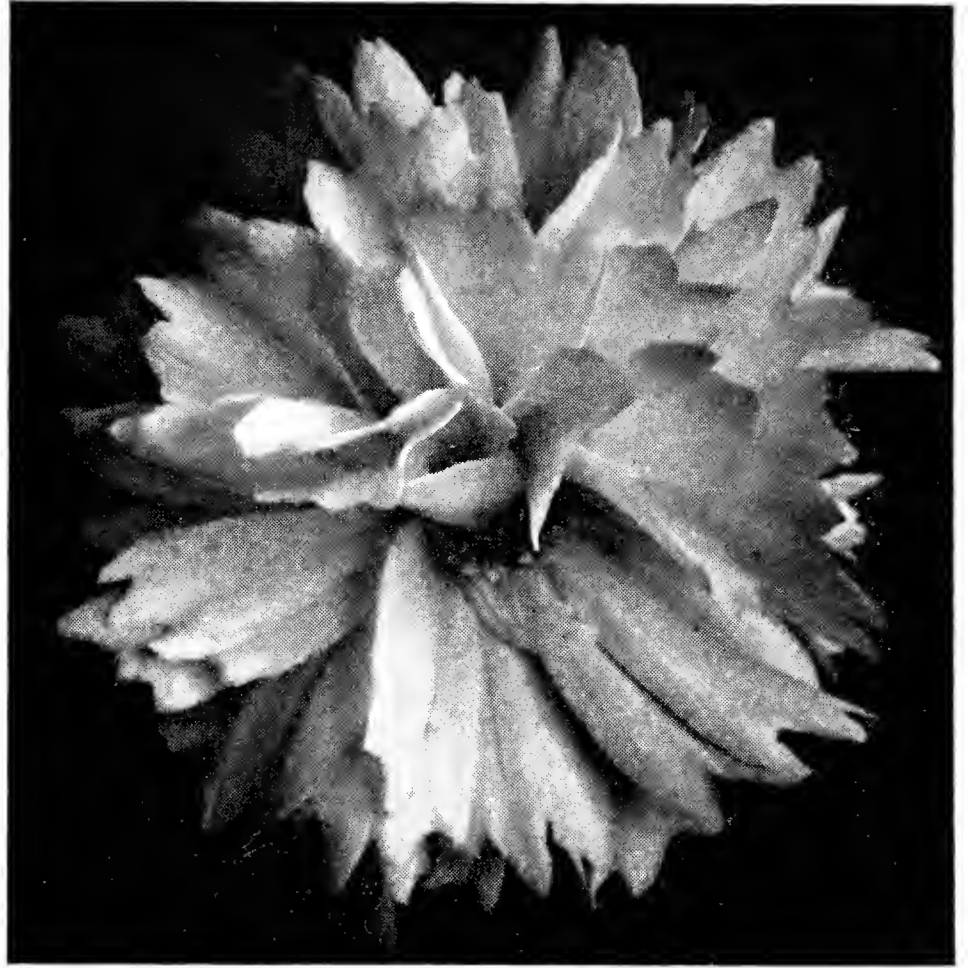
COREOPSIS GRANDIFLORA DOUBLE

"NEW GOLD"

The flowers are large and fluffy, and are fully double. Color is a deep golden yellow and the flowers are produced on long, graceful stems that make it ideal for cut flower use. The flowers range in size from 2 to 2½ inches across and the strain comes better than 85% double. A perennial that is very popular for early summer blooms.

Price per oz. .40

Per lb. 5.00



MARIGOLD TOM THUMB GOLDEN CROWN

Golden Crown is a vivid golden orange color, has flowers of the loose carnation flowered type, and is the Tom Thumb form of the popular Guinea Gold. This is a very fine variety for bedding purposes and produces practically 100% double flowers. Received a First Class Certificate at the R. H. S. Wisley Trials.

Price per oz. .40 Per lb. 5.00

PETUNIA NANA ERECTA DAZZLER

Dazzler has the same habit—closely compact—as Celestial Rose, but is a much brighter color. It is the same shade as Dwarf Pink Glory in the Grandiflora type. **Dazzler** can be used either for bedding or border work, and will attract immediate attention with its brilliant color.

Price per oz. 2.00 Per lb. 25.00



**ASTER IMPROVED GIANTS OF CALIFORNIA
CURLED AND INTERLACED**

"BLUE AND WHITE"

With Aster **Blue and White**, we are presenting an entirely new color in the Giants of California group. The color is best described as a mid-blue, with a white stripe showing on the outer edges of each of the inner petals. The outer petals keep to a solid blue. **Blue and White** throws large 6 inch flowers on heavy stems, that make it ideal for cut flower work.

Price per oz. .95 Per lb. 12.00

LARKSPUR CINNABAR COCKADE

Cinnabar is a rich brilliant rose red. Plants are compact and symmetrical, throwing long flowering spikes with very double florets. **Cinnabar** has the same graceful habit as Blue Cockade. This variety with its brilliant color and strong tapering spikes, will soon be the Florists' favorite for cut flower purposes.

Price per oz. .50 Per lb. 6.00

LARKSPUR SAPPHIRE COCKADE

We would describe **Sapphire Cockade** as a deep lilac, with the outside petals shading to a deep violet. The plants are tall, graceful and symmetrical. The flowers are full double with round petals.

Price per oz. .50 Per lb. 6.00

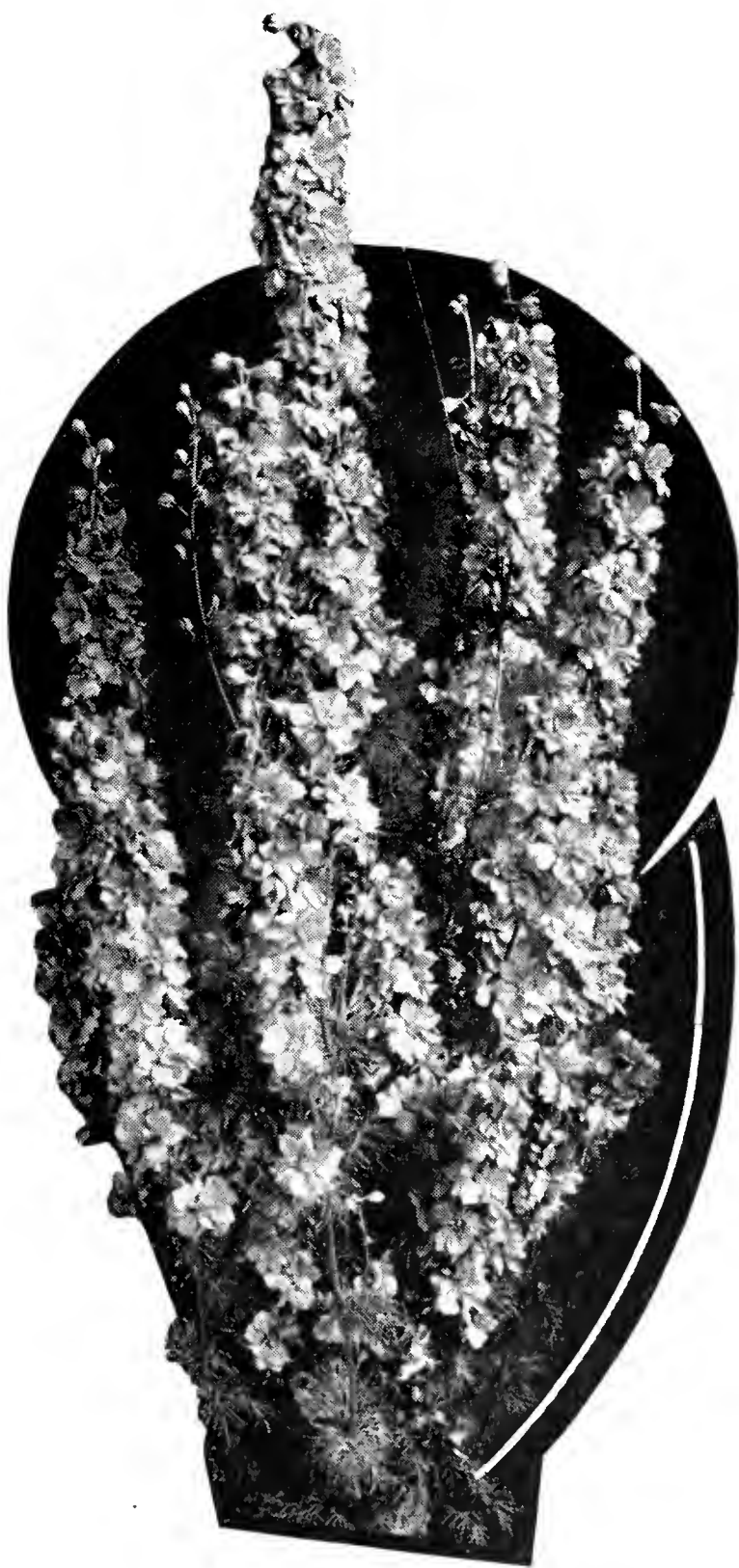
LARKSPUR VIOLET COCKADE

A new color in Larkspurs. Ridgway classifies it as a "Hyacinth Violet." We call it a rich violet purple. The flowers are full double with round petals and the plants have the Cockade habit, tall with close compact form. **Violet Cockade** will make a splendid cut flower, being a color often asked about.

Price per oz. .50 Per lb. 6.00

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The "Cockades" can be distinguished by their erect . . . lithe, yet compact habit, long flowering spikes and full double flowers.





GODETIA DOUBLE SYBIL SHERWOOD

This very fine dwarf Azalea-like plant produces a profusion of soft salmon pink flowers that completely hide its foliage under a canopy of bloom. Double Sybil Sherwood is a beautiful little novelty and cannot be recommended too highly.

Price per oz. .80 Per lb. 10.00

SWEET PEA SUMMER FLOWERING

"MAYTIME"

Maytime is a rich golden cerise color, producing four and five immense flowers on long, husky stems. This new variety is a very strong grower and ideal for the home gardener. **Maytime** received a Certificate of Merit at the Scottish Sweet Pea Trials in 1937.

Price per lb. 1.50

CALENDULA CRESTED ORANGE FANTASY

A very welcome addition to the Calendula class is this distinctively attractive Crested Orange Fantasy. The outside petals of the large 4 inch flowers are long and beautifully twisted, while the inner petals are short and fantastically interlaced, forming a heavy crest. In the midst of the crest is a large and attractive mahogany-brown center. The flowers are a copper orange in color and the plants grow between 15 and 18 inches tall. An ideal cut flower.

Price per oz. .40 Per lb. 5.00

"California's Best Flower Seeds"

IMPROVED DOUBLE NASTURTIIUMS

We are pleased to offer these two new groups of Double Nasturtiums as a real improvement, in color, doubleness, and size of flower over earlier introductions. The **Emperor** group have the dwarf compact plants and the **Glow** group are the tall with short runners.

DWARF EMPEROR GROUP

Art Shades, pastel shades
Flame Emperor, scarlet red
Sun Emperor, straw yellow
Golden Rose Emperor, rose
Scarlet Emperor, scarlet

Price per lb. 1.50

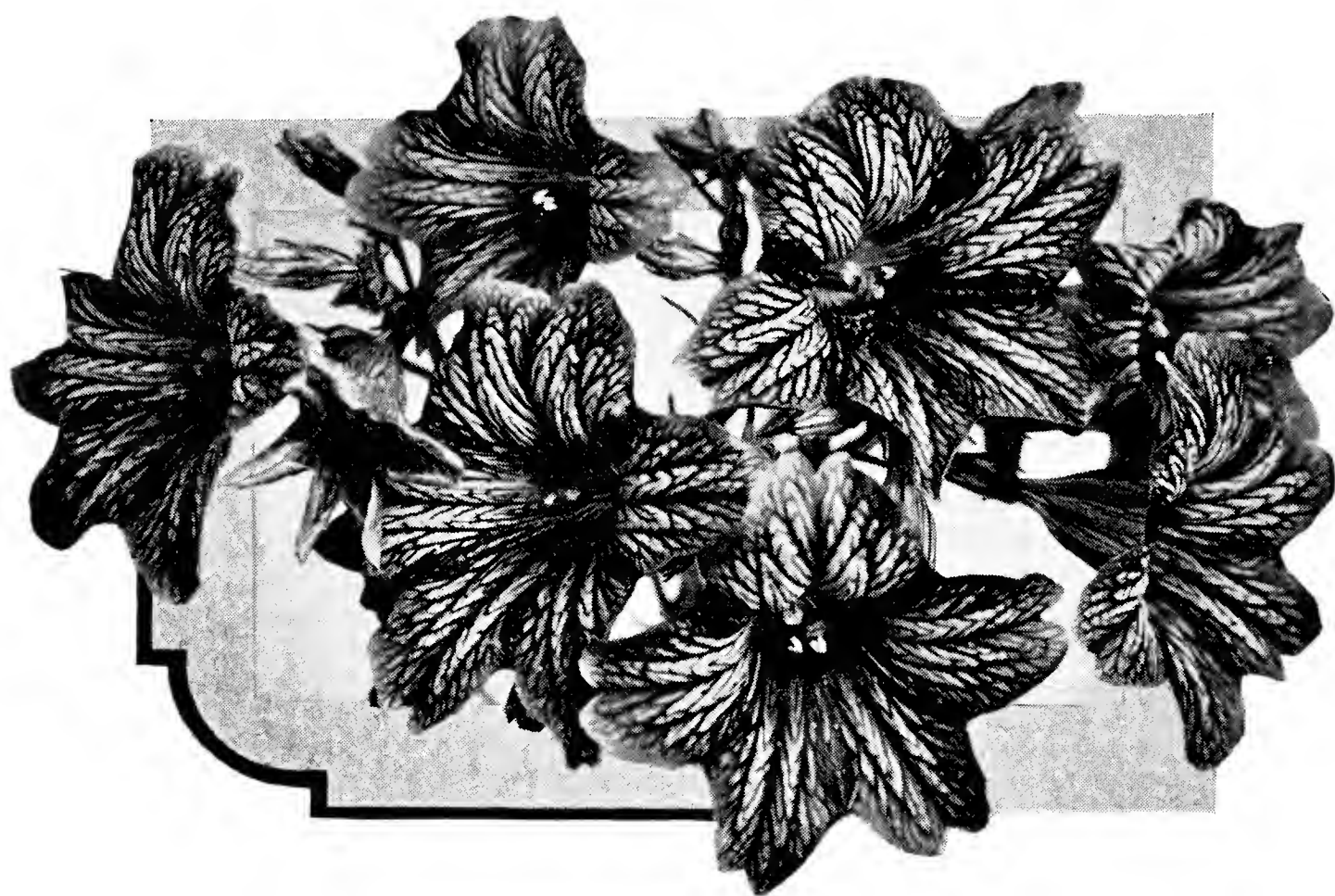


TALL GLOW GROUP

Sunset Glow, flaming apricot
Golden Orange Glow, luminous gold
Amber Glow, amber yellow self
Primrose Glow, straw yellow
Crimson Glow, rich deep crimson
Rose Glow, grenadine rose
Salmon Glow, rich deep salmon
Scarlet Glow, improved Scarlet Gleam
Vermillion Glow, a vivid orange scarlet

Price per lb. 1.00

SALPIGLOSSIS GIANT FLOWERING TYPE

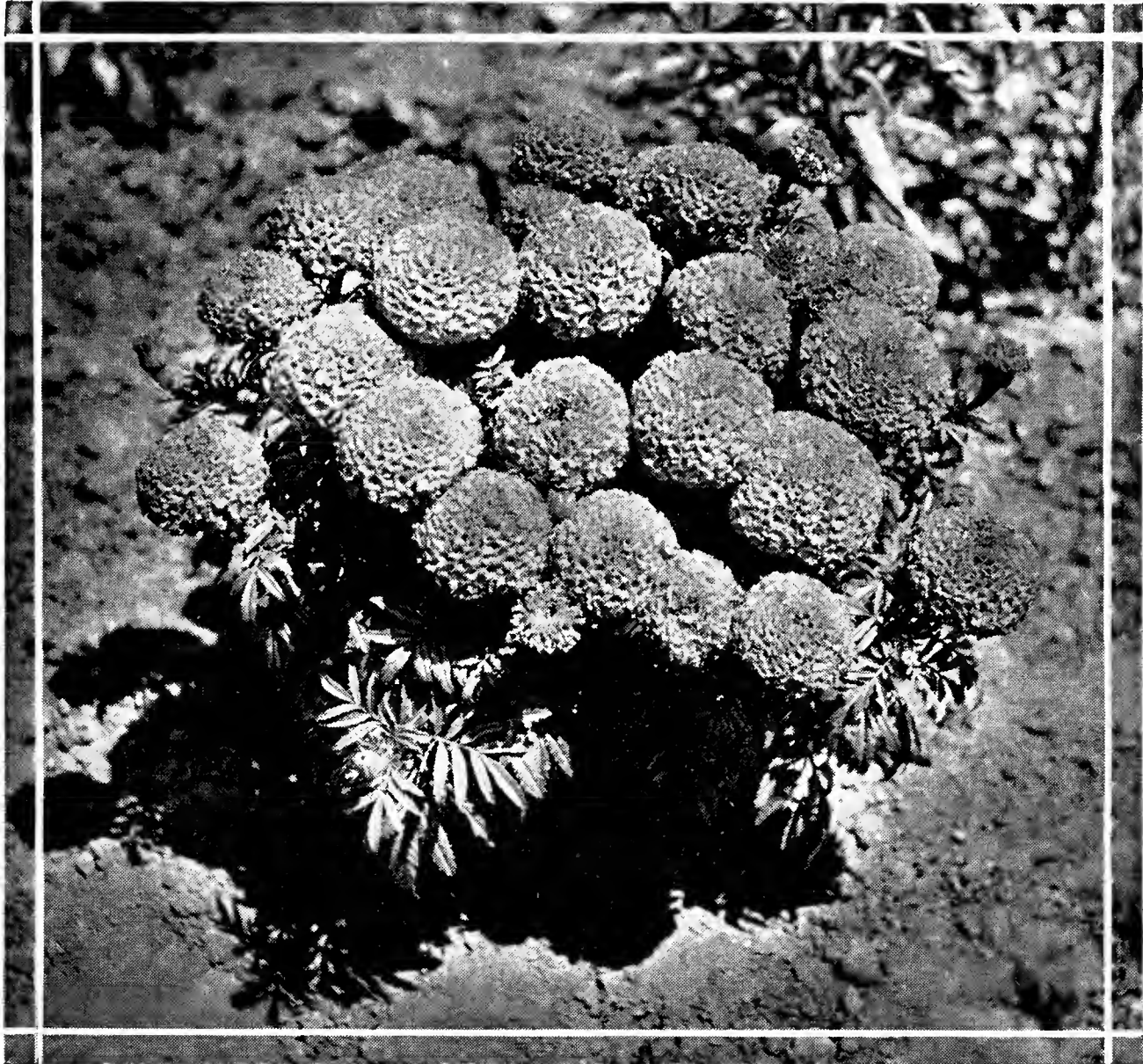


This new Dwarf strain of Salpiglossis has a brighter color range and is much more attractive than the old Emperor type. Although they are of the dwarf habit, the plants are very strong growers, producing thick, bushy, symmetrical plants.

	Per Oz.	Per Lb.
Dwarf Blue and Gold.....	.80	10.00
Dwarf Bright Scarlet.....	.80	10.00
Dwarf Dark Brown and Gold.....	.80	10.00
Dwarf Deep Velvety Crimson.....	.80	10.00
Dwarf Khaki Yellow.....	.80	10.00
Dwarf Lilac Red Throat.....	.80	10.00
Dwarf Scarlet and Gold.....	.80	10.00
Dwarf Exquisite Mixed.....	.60	8.00

"California's Best flower Seeds"

MARIGOLD AFRICAN LITTLE GIANTS



LITTLE GIANTS MIXED

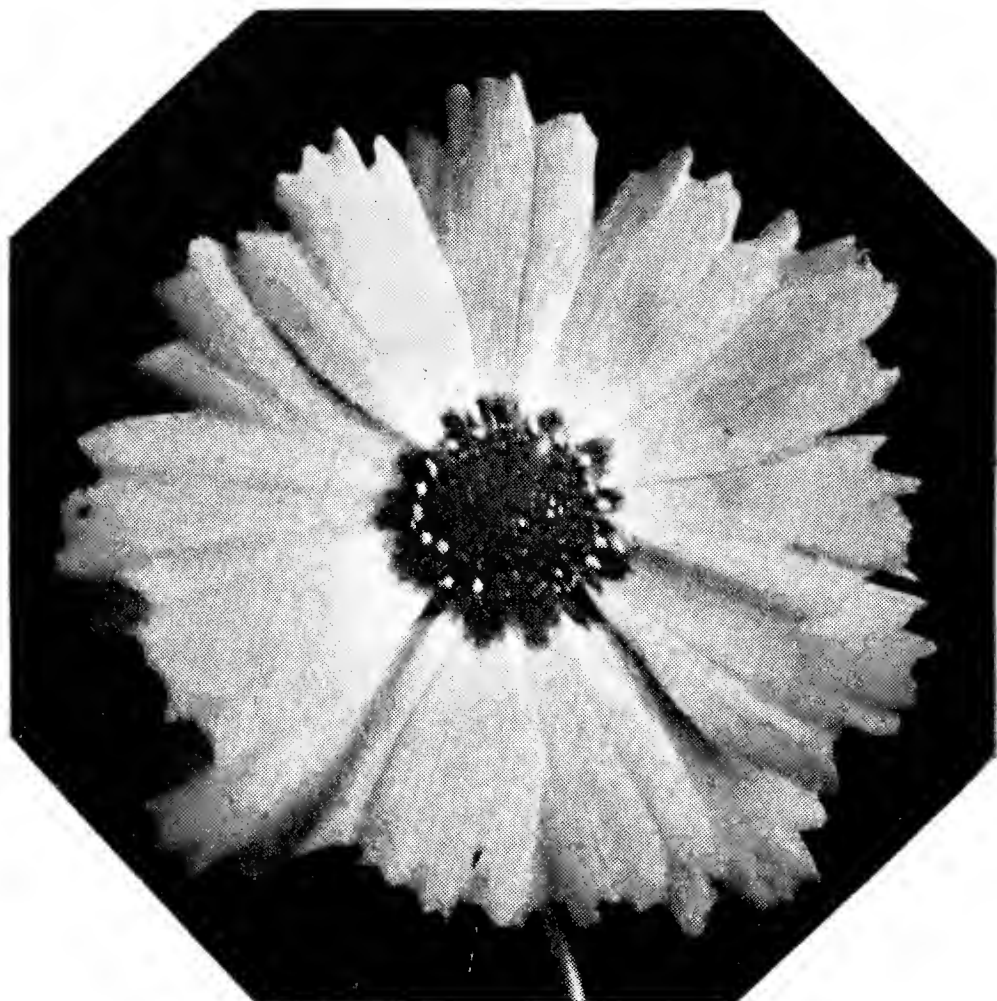
Little Giants throws blooms varying in form, from the informal carnation type to the perfect *Fistulosa* globe. The plants are very closely compact and the stems short. Its foliage is a beautiful dark bluish green.

Although **Little Giants** range in height from 10 to 15 inches, a fraction percentage of taller plants will show up. However these are easily detected at the transplanting stage as they all have light colored foliage — **Little Giants** being a deep bluish green.

Little Giants is strongly recommended for bedding and pot plants, especially the latter — as it will bloom a head of twenty-five flowers all at the same time. Color ranges from a yellow to a very bright orange, with many shades in between.

Price per oz. 1.20 Per lb. 15.00

CALLIOPSIS DRUMMONDI SEMI-DOUBLE



"GOLD CREST"

This fine Novelty is a big improvement over the old Golden Wave. Its blooms average between 2½ and 3 inches across and come with a double row of petals. **Gold Crest** is a rich golden yellow color with a reddish brown zone.

Price per oz. .15

Per lb. 1.50

IPOMEA SCARLET O'HARA

Scarlet O'Hara is an entirely new color in the popular Morning Glory family. It is best described as a rich dark wine red . . . producing 4 inch flowers on dark green foliage. Scarlet O'Hara was awarded a Gold Medal in last year's All America Selections, but was held over for 1939 introduction because of a seed shortage.

Price per oz. 1.30 Per lb. 15.00

NIEREMBERGIA HIPPOMANICA

Dwarf compact plants covered with scores of little cup shaped flowers, of a striking bluish lavender color. Its blooming period is longer than any other flower in our Trial Ground, as it will bloom from the time it is a few inches high, until it is cut back in the Fall. This floriferous little plant thrives in a dry soil and is ideal for border work.

Price per oz. 20.00

EARLY FLOWERING SENSATION COSMOS



This item is rapidly becoming one of the Florists’ most popular cut flowers and we are pleased to offer this Cosmos in separate colors of crimson, pink and white. We have large field plots of the above colors grown from selections made from the originators stock. The plants are very free flowering and produce large 4 to 6 inch flowers.

	Per Oz.	Per Lb.
Sensation Cardinal	1.20	15.00
Sensation Pinkie50	6.00
Sensation Purity50	6.00
Sensation Mixed30	4.00

MARIGOLD AFRICAN POMPON LEMON YELLOW

Pompon Lemon Yellow grows about 2½ feet tall and is very free branching. Its flowers are quilled in form and two inches across. As the quilled petals of the flower are quite stiff, it will make a very reliable shipper.

Price per oz. .60 Per lb. 7.50

LEUCOCORYNE IXIODES ODORATA

(Glory of the Sun)

A rich, striking blue with white eye. The flowers are formed in a cluster at the base of the plant and grow up on a single stalk, without any leaves. Planted in a bed its beauty and fragrance are unsurpassed.

Price per oz. 10.00

MARIGOLD AFRICAN CARNATION FLOWERED

"Golden Eagle"

Golden Eagle is a very rich shade of luminous gold, which is very pleasing and distinctive. The plants come 100% double and it is very early flowering. Golden Eagle has the same habit, height and form of flowers as Guinea Gold.

Price per oz. .20 Per lb. 2.50

MARIGOLD AFRICAN CALIFORNIA GIANTS MIXED

This is an enormous flowering type and is unsurpassed by any other Marigold in the size of its flowers. All average between 5 and 7 inches, and have flat broad petals. The plants grow to a height of 4 feet and throw long heavy stems. The color range is very well blended and varies from a lemon to a bright orange.

Price per oz. .20 Per lb. 2.50

